PARLIAMENT
PACKAGING

OBJECTIVE

- Update and contemporize Parliament's packaging -- Parliament's packaging has not been changed or updated since the 1950's.

STRATEGY

- Improve packaging communication of low-tar/ light cigarette
- Reinforce premium brand positioning
- Enhance the overall appearance and attractiveness of the packaging

TACTICS

- Preliminary consumer research confirmed the following changes were more compemporary (testing consisted of triads of YAM's, YAF's and older females) :

  - Brighter blue triangles (in comparison, old ones were viewed as dark, heavy and older)
  - Addition of the white diagonal line (suggests cleaner, lighter, more refreshing)
  - Slightly larger chevron
  - Addition of a red dot behind the "P" on the chevron (brighter, red connotes flavor)
  - White horizontal recessed filter versus gold stacked

- Additional consumer research to be conducted to test the following elements:

  - Brighter color gold for the accents
  - Gold versus blue border around triangles
  - New "Parliament" font (print was viewed as more contemporary than script)
  - New "Lights" font (script connoted a lighter feel)

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Source: https://www.industrydocuments.ucsf.edu/docs/grfy0004

Reasons for packaging changes:

- Shows the brand wants to stay current
- Fits better with who I am today
- Lets you feel like you get something extra for paying full price
- Catches attention
- Show the company cares, its does something special for the customer

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